

Case Study of the Mavericks Banner focusing on:

- Recall Rate
- Social Media: Twitter

The case study aims to demonstrate the effectiveness of aerial advertising relating to the social media aspect, in particular Twitter, as well as the recall rate generated.

For questions or comments please email the proprietor at info@sky-messaging.com. Please feel free to distribute this report.



SKYMESSAGING

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Preface

Purpose:

The purpose of this research was to gather the consumer engagement effect of aerial advertising after exposing the Mavericks banner for ten hours (five flights) to select target markets within Cape Town.

The Challenge:

After having successfully launched the Mavericks Alibis product range, primarily via shock advertising utilising billboards and print media, Mavericks sought to engage in a unique and different medium that would enhance its awareness to its target audience, as well as entice a new target audience to engage with the brand.

As part of a strategy of amplifying the positive word of mouth about its unique services, Mavericks stressed the importance of social media because of its high-touch customer service approach. It created an active community on Twitter, primarily using this vehicle to communicate relevant company news, promotions and updates.

With its aerial advertising campaign, Mavericks wanted to reach a broader digital audience. The company, however, aimed to achieve this in a way that resonated with the positive brand association that its customers were now familiar with.

Campaign:

Mavericks completed five flights comprising ten hours exactly. The hours were split up as follows:

PM Traffic	6.0 Hrs	Cape Town
Weekend Flights	4.0 Hrs	Cape Town
Total	10.0 Hrs	Cape Town

The Banner:

The banner itself was a stitched banner, comprising 174m² (5.8m x 30m):



Recall & Reach

Recall:

The recall rate after ten hours flight time (five flights) was as follows:

Of all respondents sampled (over 300), **89% recalled the banner** of which:

- 96% agreed that the banner was readable and clear
- 59% discussed the banner with friends, colleagues or family

Further Breakdown of Respondents:

Sex:

- Male: 69%
- Female: 31%

Age:

- 20 – 30: 59%
- 31 – 40: 31.46%
- 41 – 50: 7.62%
- 51 – 60: 1.32%
- 61+: 0.33%

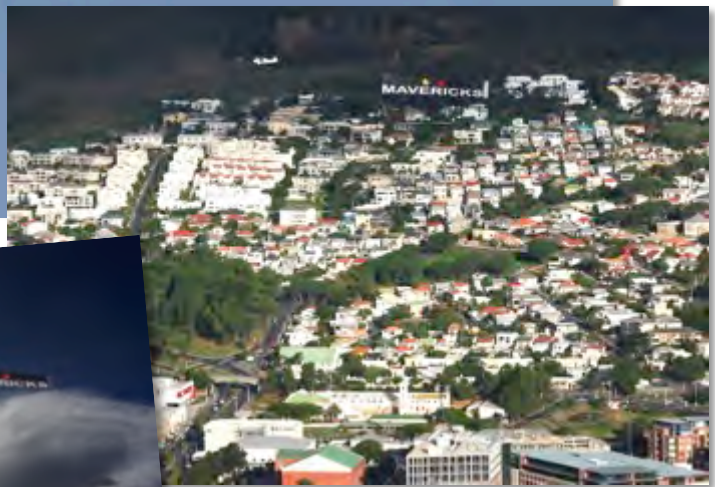
Geographic Location of Banner Spotted:

Northern Suburbs: 20%
Cape Town Central: 62%
Southern Suburbs: 18%

Reach:

Maverick's aerial advertising banner reached 43,380 followers on Twitter in two weeks!

Photographs



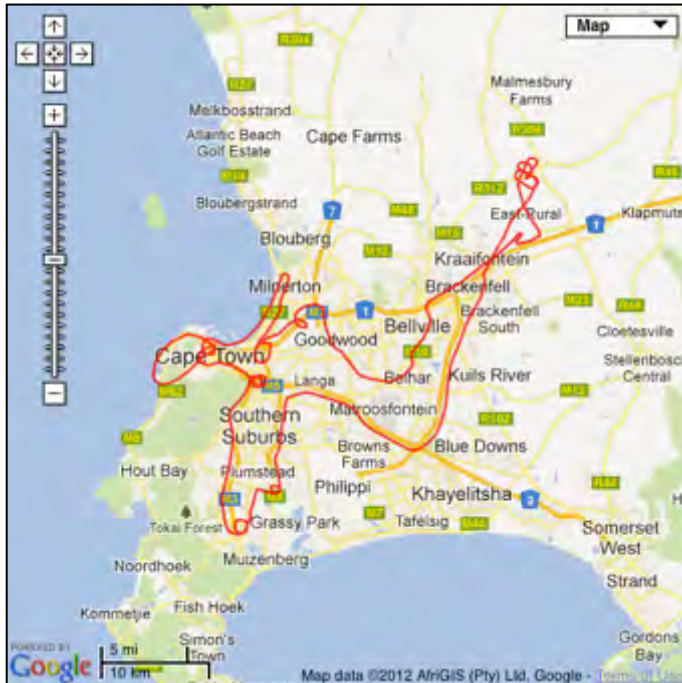
Flight Tracks and Twitter Responses

Flight #1

05/05/2012

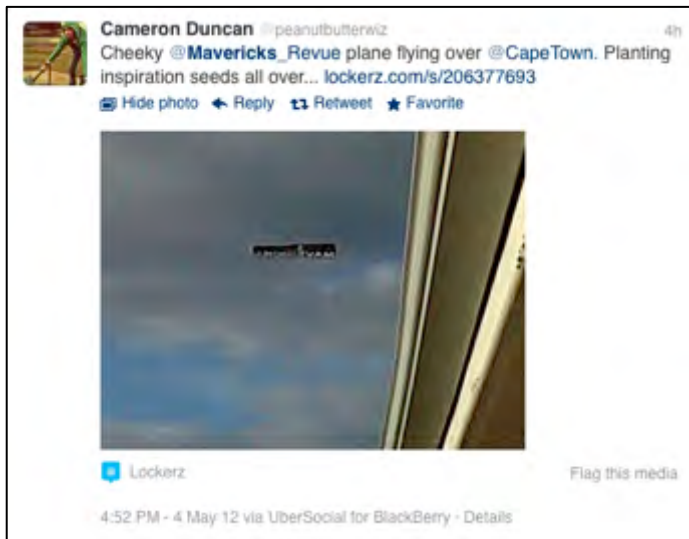
Duration: 2 Hours

Take Off Time: 15:45

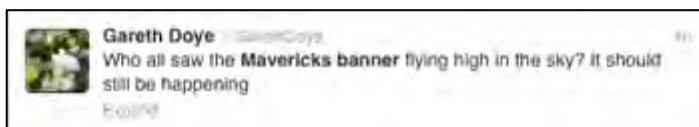


Pilot Comment:
"Air Traffic Control could not accommodate intended inbound. Large Friday traffic volumes throughout routing. Enthusiastic Twitter response. Even received comments from Air Traffic Control and other air traffic. Extreme winds in the City Bowl."

Twitter Responses:



→ 645 Followers



→ 30 Followers

Leigh-Anne Cawood @Leigh_Cawood
 Haha Mavericks flying their banner proudly around Cape Town!!
 (impressive marketing=)


→ 60 Followers

Rustum S August @rustum2008jst
 Mavericks flying a helicopter banner around Cape Town. Bunch of tits
 in charge of this marketing ploy.

→ 504 Followers

SM Sky Messaging @skymessaging
 The latest model in our fleet @mavericks_revue
 just airborne from our #strip - #banner #advert
pic.twitter.com/uovSWC8J

← Reply Delete Favorite



powered by  Photobucket [Flag this media](#)

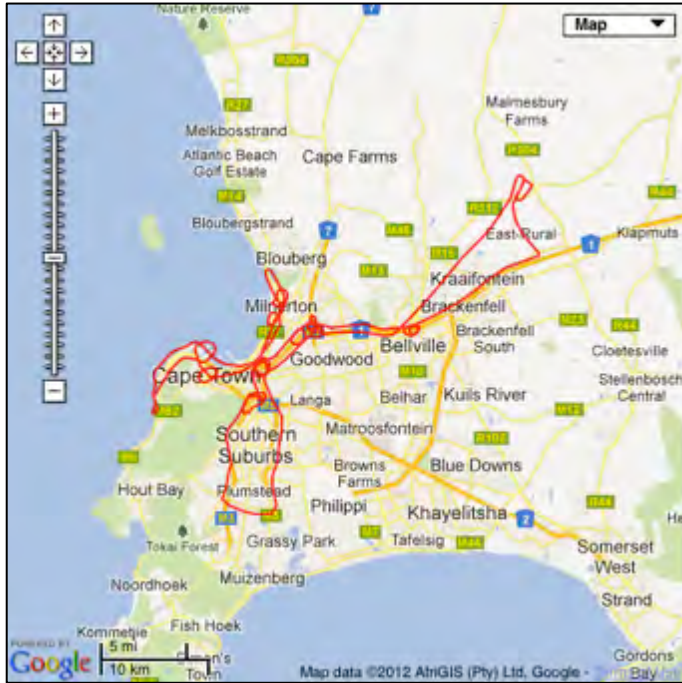
4:30 PM - 4 May 12 via Twitter for iPad - [Embed this Tweet](#)

→ 76 Followers

Mavericks Revue Bar @Mavericks_Revue
 What do you think? xx RT @skymessaging The latest model in our
 fleet @mavericks_revue just airborne from our #strip
pic.twitter.com/KSU44Y9H
[View photo](#)

→ 616 Followers

Flight #2
 10/05/2012
 Duration: 2.2 Hours
 Take Off Time: 15:42

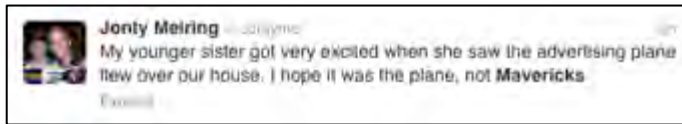


Pilot Comment:
 "South Easter prevented from Hout Bay routing. Adapted accordingly and spend more time on M5, high traffic on Koeberg Interchange and Hospital Bend. Air Traffic Control delayed return route. 2 orbits overhead client."

Twitter Responses:



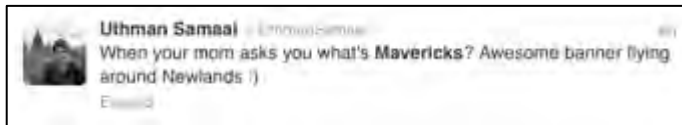
58 Followers



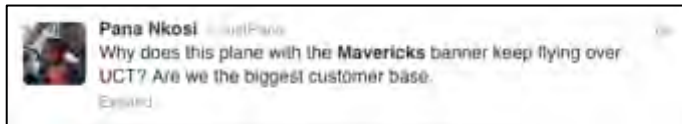
87 Followers



66 Followers




136 Followers

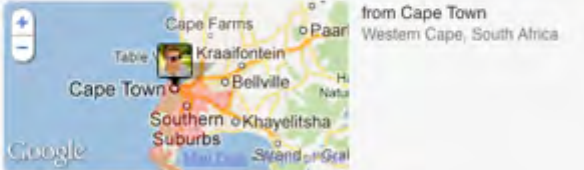


91 Followers

Nickste @nickste 7h → 220 Followers
Just spotted the @Mavericks_Revue banner flying behind a plane above Table Mountain! pic.twitter.com/NTm3I6EF
Hide photo Reply Retweet Favorite



powered by Photobucket Flag this media



from Cape Town
Western Cape, South Africa

4:38 PM - 10 May 12 via Twitter for iPhone - Details

Martin Ras @Martin_Ras 1h → 225 Followers
@nickste @mavericks_revue lol I also had the pleasure, takes everything back to traditional advertising...
Hide conversation Reply Retweet Favorite

10:11 PM - 10 May 12 via Twitter for iPhone - Details

Pana Nkosi @JustPana 1h → 91 Followers
Mavericks is really serious about its advertising...
Expired

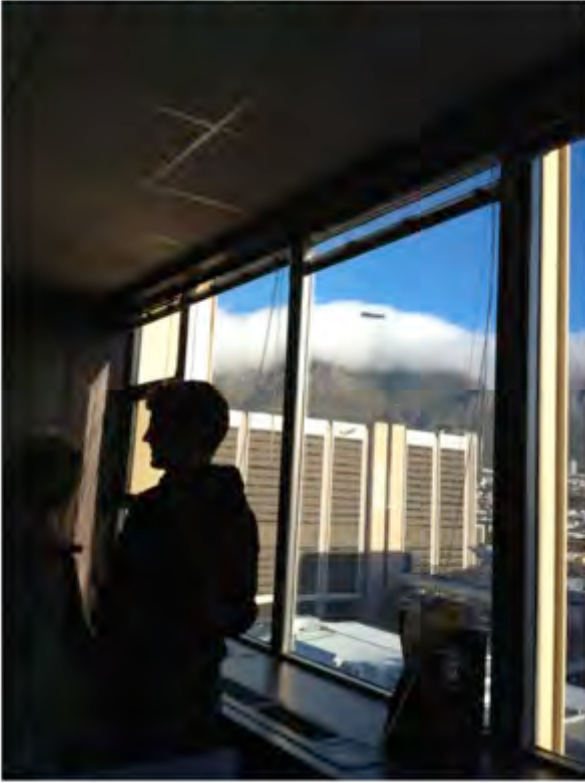
Nadine Theron @NadineTheron 7h → 689 Followers
Nothing like a flying **Mavericks** sign to make the last ten minutes of Thursday go by with light office banter. As swiftly as the sign itself.
Expired

Marie @marieymarie 7h → 68 Followers
#ThatAwkwardMoment when you ask for a sign and a plane with a **Mavericks** banner flies past! #facepalm
Expired

Lucy G Da Costa @LucyGoretti 7h → 183 Followers
Who's going to **Mavericks** tonight after seeing the advert flying through the air!
Expand Reply Retweet Favorite

Tiro Choabi @Tiro 155 → 107 Followers
Hehehe **maveriks** is flying a banner over the southern suburbs...
Expired

Ilze Dreyer @Ille_D 7h
 My bad @guthriecooper never ever goes to Mavericks it interferes with his pottery classes pic.twitter.com/SWrAsrgN
 Hide photo Reply Retweet Favorite



powered by Photobucket Flag this media
 4:49 PM - 10 May 12 via Camera on iOS - Details

Guthrie Cooper @guthriecooper 5h
 @Ille_D thats correct ilze!
 Expand

→ 538 Followers

→ 437 Followers

Sky Messaging @skymessaging 7h
 ~@thekiaMK: @skymessaging - hey you flying a new #banner Mavericks #capetown. Looking good" well spotted...
 Expand

Thekia @thekiaMK 7h
 @skymessaging - hey you flying a new #banner Mavericks #capetown. Looking good
 Expand

→ 76 Followers

→ 140 Followers

alexi demetriou @alexi_demetriou 7h
 Just saw a plane towing a mavericks sign... The mothership is calling @NickChristelis home... Hahaha:D
 Expand

→ 53 Followers

Andrea @andrea_jay_2011 7h
 Really? A plane flying around with a Mavericks banner...is that how advertising happens these days...?
 Expand

→ 1116 Followers



→ 1455 Followers



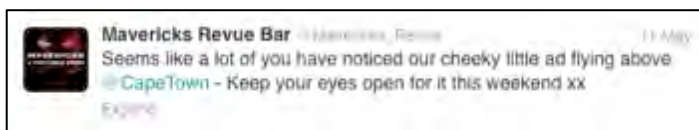
→ 4677 Followers



→ 724 Followers



→ 182 Followers



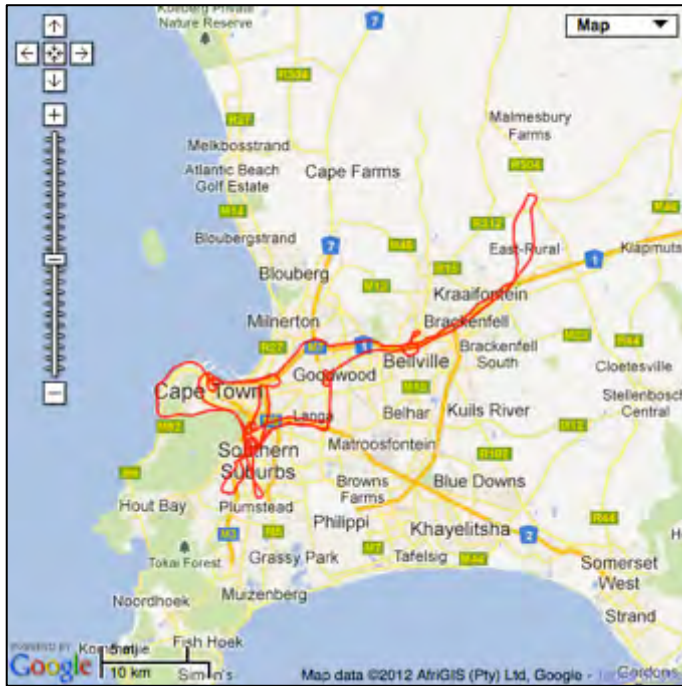
→ 616 Followers

Flight #3

12/05/2012

Duration: 2.0 Hours

Take Off Time: 15:49



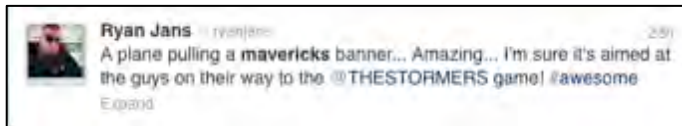
Pilot Comment:

"Great weather - Newlands was smelling of braai at 1000ft - packed sports fields all over Cape Town with various soccer and rugby matches. [Green Point stadium had a game running]."

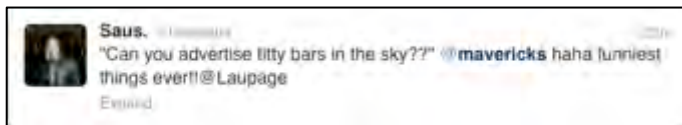
Twitter Responses:



→ 202 Followers



→ 355 Followers



→ 62 Followers



→ 6571 Followers


Dominique Odayan @Dom_Odayan 23h
Mavericks doing aeroplane banner advertising lol yfrog.com/nwayjbaj
Hide photo Reply Retweet Favorite



YFrog Flag this media
4:57 PM - 12 May 12 via Twitter for BlackBerry® - Details

→ 95 Followers

BenWagner @BenWagner 23h
Mavericks providing some options for the Thai sailors later on pic.twitter.com/VOErb1Ka
Hide photo Reply Retweet Favorite



powered by PhotoBucket Flag this media
4:51 PM - 12 May 12 via web - Details

→ 1260 Followers

Ewald Kieber @Herring_Pilot 12 May
@Mavericks_Revue where is the aircraft, lol.
Expand

→ 202 Followers

Marc Ashton @zamarashton 12 May
@ChristopherM @mavericks_revue - we trying to work out how many lap dances it takes to keep it in the air!
View conversation

→ 2137 Followers

shawn roos @shawnroos
Plane with a Mavericks banner been flying over Claremont all afternoon. Seriously. How low can they go?
Expand

→ 951 Followers


Candice Vietri @CandiceVietri 22h
Cannot believe **mavericks** is now advertising in the sky!
yfrog.com/oduj2ecj
Hide photo Reply Retweet Favorite



YFrog Flag this media
5:27 PM · 12 May 12 via Twitter for iPhone · Details

→ 523 Followers

ChristopherM @ChristopherM 21h
@Mavericks_Revue I did! :D twitpic.com/9k9bvm
Hide photo Reply Retweet Favorite



TwitPic Flag this media
6:43 PM · 12 May 12 via Echofon · Details


→ 6571 Followers


Art-el Amadeus Bam @RubberCrumbs 20h
And the award for most effective marketing of 2012 goes to **Mavericks**; for their effective, short and sweet plane poster on Saturday. Wow.
Expand

→ 124 Followers


Alrick September @SayKizzle 21m
@Mavericks_Revue I saw that plane flying when I was in #Durban Road! I cant believe I didn't snap a pic! "face palm"
View conversation

→ 265 Followers

 **@CLUBBERSDOMAIN** @CLUBBERSDOMAIN 12 May
@Mavericks_Revue living the advertising :)
pic.twitter.com/YPEdXB0b
Hide photo Reply Retweet Favorite





powered by Photobucket Flag this media

1 RETWEET 

5:56 PM - 12 May 12 via Twitter for Android · Details

→ 269 Followers

 **Romy** @romy1512 23h
On cue, over the fishing vessel aground on Clifton, a **Mavericks** advertising plane flies over! #classic lockerz.com/s/208405325
Hide photo Reply Retweet Favorite



Lockerz Flag this media

4:52 PM - 12 May 12 via UberSocial for BlackBerry · Details

→ 893 Followers

 **Mavericks Revue Bar** @Mavericks_Revue 12 May
@Hunting_Pilot Great :)
View conversation

 **Mavericks Revue Bar** @Mavericks_Revue 12 May
@ChristopherM Don't forget to snap a pic Chris x
View conversation

 **Mavericks Revue Bar** @Mavericks_Revue 12 May
Don't forget to have those cameras ready later. Keep your eyes on the sky for our cheeky little Mavericks plane xx
Expand

 **Mavericks Revue Bar** @Mavericks_Revue 12 May
@MrBrasilCPT @Hunting_Pilot Keep your eyes open today boys, our cheeky little plane will be out and about later this afternoon xx
View conversation

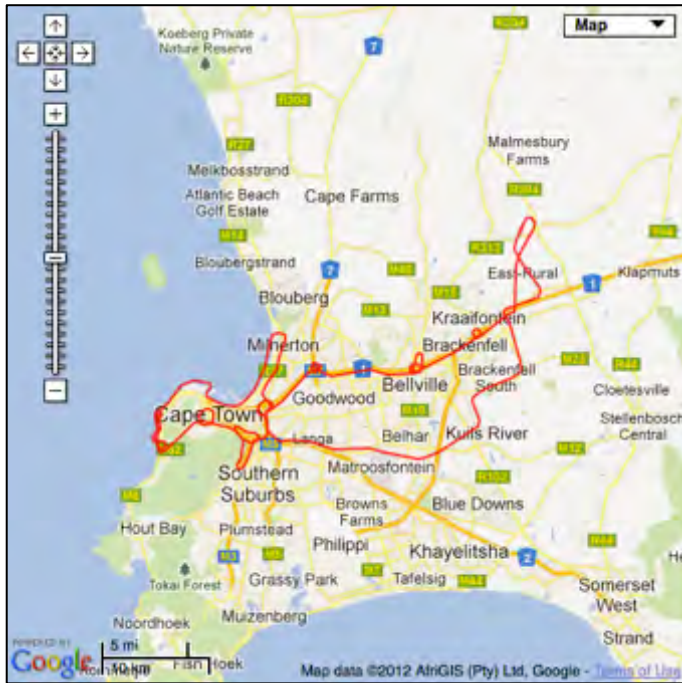
→ 616 Followers

Flight #4

16/05/2012

Duration: 1.8 Hours

Take Off Time: 15:43

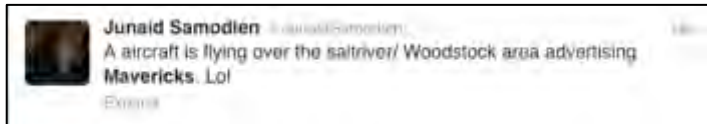


Pilot Comment:
“Wonderful day for flying! Arterial routes dense with traffic, several orbits made. Comments in flight from helicopter, airline on approach and gyro forum. Hope the crew enjoy supper.”

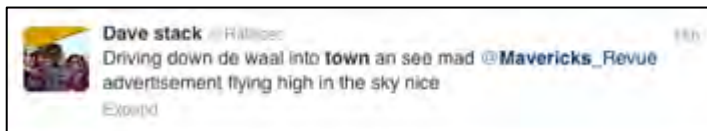
Twitter Responses:



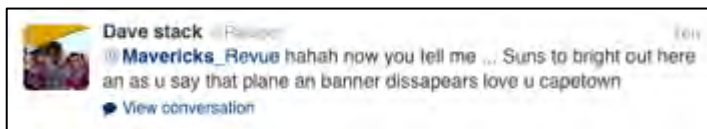
→ 58 Followers



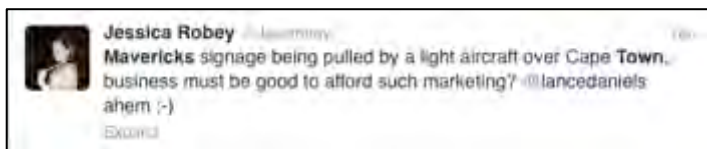
→ 118 Followers



→ 394 Followers




→ 394 Followers



→ 60 Followers

Simone Jansen @Artanista 17h
@Mavericks_Revue Came across this pic I took
@RhodesMemorial...one can notice the black sign in the distance
pic.twitter.com/fp1pRpMB
Hide photo Reply Retweet Favorite



powered by Photobucket Flag this media

1 RETWEET

4:04 PM - 16 May 12 via web · Details

→ 58 Followers


Romy Janari @RomyJ13 18h
#mavericks flying banner ad in Newlands... Really?!!
Expand

→ 104 Followers

Kathleen Huang @Chusssam 18h
Not enough people going to strip clubs anymore I see. Excessive advertising with the Mavericks plane. #PornsCheaper
Expand

→ 124 Followers

Ewald Kleber @Hunting_Pilot 16h
Got the little buggar again! #MavePlane @Mavericks_Revue
lockerz.com/s/209415353
Hide photo Reply Retweet Favorite



Lockerz Flag this media

5:05 PM - 16 May 12 via UberSocial for BlackBerry · Details

→ 202 Followers

@CLUBBERSDOMAIN · @CLUBBERSDOMAIN · 15h
 "!!! Ratboet: Where the shit is the @Mavericks_Revue plane hahahah its like hunting for where's wally" LMFAO! Brilliant!
 from Belville, Western Cape

→ 269 Followers

Brent Jacobz · @BrentJay · 18h
 There's a giant #mavericks banner in the sky right now...#truth
 Expand

→ 34 Followers

Matthew Newnham · @MattNewnhamZK · 15h
 Has anyone seen the @Mavericks_Revue flying banner over cape town today, I expected it to hover over parliament if only slowed down!
 Expand

→ 131 Followers

Dave stack · @Ratboet · 15h
 @CLUBBERSDOMAIN dude people in camps bay getting free lappies me just still hunting for @Mavericks_Revue plane hahaha
 View conversation

→ 394 Followers

@CLUBBERSDOMAIN · @CLUBBERSDOMAIN · 14h
 @Ratboet @Mavericks_Revue saw it thrice 2day but damn battery on my phone wudnt allow me to take a pic "Sigh"
 from Belville, Western Cape

→ 269 Followers

Candice Vietri · @CandiceVietri · 14h
 @bianca_els @craig_stack @mavericks_revue I prefer the pic I took the other day :) yfrog.com/nz92spof
 Hide photo Reply Retweet Favorite




YFrog Flag this media
 6:41 PM - 16 May 12 via Twitter for iPhone · Details

→ 523 Followers

bianca els · @bianca_els · 14h
 @CandiceVietri there you go lol RT @Craig_Stack: RT @Mavericks_Revue: Our plane flew out to offer a warm welcome, ...
 m.tml.me/q4fOH
 Expand


→ 693 Followers

 **Craig Stack** @Craig_Stack 14h
 @CandiceVietri @bianca_els @mavericks_revue Dammit... Everyone has seen it. I still need to see it, I WILL get the best pic! Hehe
 View conversation


→ 1903 Followers


 **Candice Vietri** @CandiceVietri 14h
 @Craig_Stack @bianca_els @mavericks_revue instagraming it and calling it the "best pic" won't count by the way :)
 View conversation

→ 509 Followers

 **Dylan Culhane Esq.** @dylanculhane 14h
 At @mavericks_revue getting ready to shoot some strippers. With a camera that is..
 from Cape Town, Western Cape

→ 509 Followers

 **Mavericks Revue Bar** @Mavericks_Revue 15 May
 @Artanista Keep your eyes on the sky from 4pm, see if you can snap a piccie xx
 View conversation

 **Mavericks Revue Bar** @Mavericks_Revue 16 May
 Our plane will be out and about again today. The fishing boat on Clifton 4th is on the flight path, get those cameras ready xx
 Expand

→ 616 Followers

 **Mavericks Revue Bar** @Mavericks_Revue 16 May
 @Artanista @RhodesMemorial well done Artanista :) xx
 View conversation

→ 616 Followers

 **Mavericks Revue Bar** @Mavericks_Revue 16 May
 Our plane flew out to offer a warm welcome, free meal, and female company to the fishermen residing on Clifton beach! ow.ly/D8pU
 Expand Reply Retweet Favorite

 **Mavericks Revue Bar** @Mavericks_Revue 16 May
 @Ratboet Get a picture of it and tweet us and you can win a VIP night with us xx
 View conversation

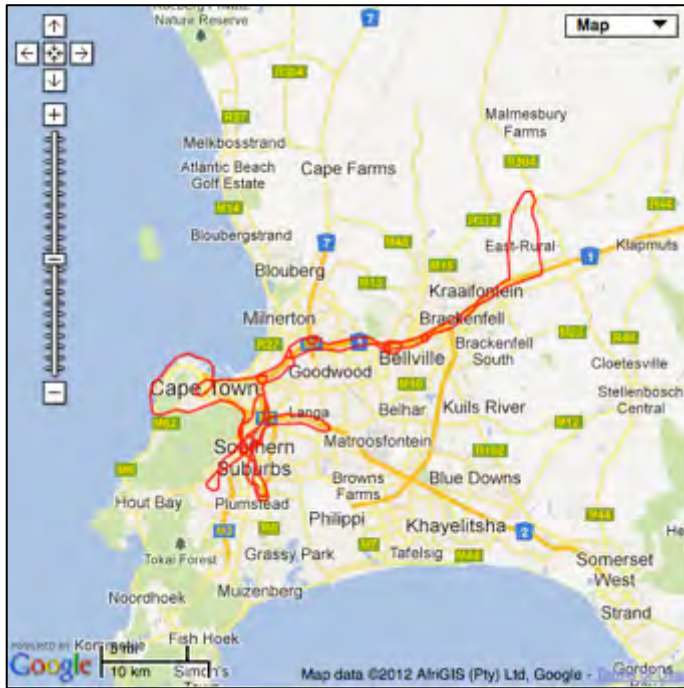
→ 616 Followers

Flight #5

19/05/2012

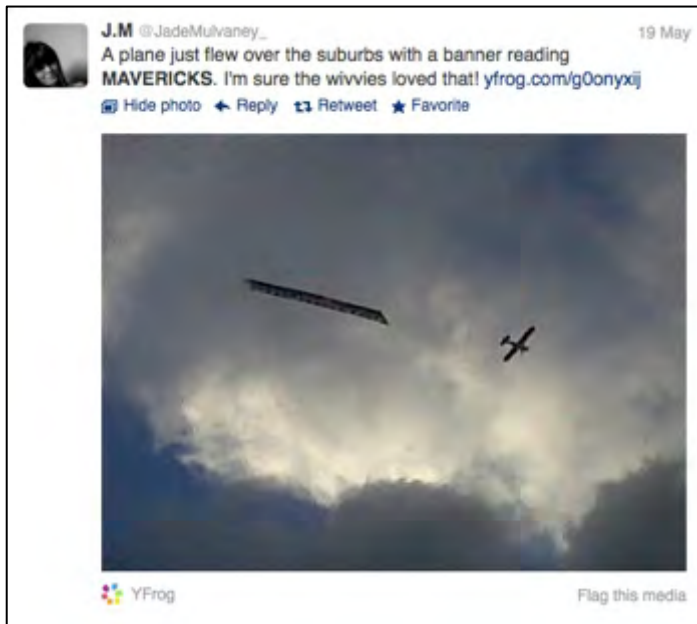
Duration: 2.0 Hours

Take Off Time: 15:44



Pilot Comment:
*"Traffic on N1 due to accident.
 Newlands area: 3 Sports Fields
 packed for pre game braai. light
 Traffic picking up from 5pm on major
 roads. No rain."*

Twitter Responses:



→ 418 Followers



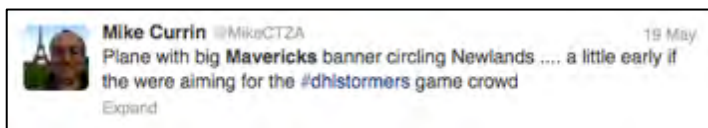
→ 6604 Followers



→ 972 Followers



→ 106 Followers



→ 232 Followers

Alrick September @Septlizzle 19 May
@Mavericks_Revue spotted flying above Rosmead Avenue Wynberg
pic.twitter.com/GTIQTzyo
Hide photo Reply Retweet Favorite



→ 265 Followers

Matt Cowan @mattcowan1 19 May
@Mavericks_Revue's representing newlands. yfrog.com/gym10utqj
Hide photo Reply Retweet Favorite



YFrog Flag this media
4:41 PM - 19 May 12 via Twitter for BlackBerry® · Details

→ 283 Followers

Samantha Chapman @WithLoveMissC 19 May
I see you're also working on this fine Saturday @derMrEagle !! And for #Mavericks nogall ;)
Expand

→ 86 Followers

Alex Cohen @AlexCohen_za 19 May
Mavericks really must be desperate in order to resort to fly-by banner ads.
Expand

→ 106 Followers



→ 272 Followers